



Coordinated Human Services Transportation Plan for the Greensboro Urban Area



June 26, 2019

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I. Context and Background

The Greensboro Urban Area consists of the City of Greensboro, the Towns of Oak Ridge, Pleasant Garden, Sedalia, Stokesdale, and Summerfield, and much of unincorporated Guilford County. It is part of the larger Piedmont Triad region of North Carolina, which includes the cities of Winston-Salem, High Point, and Burlington. This plan focuses specifically on the Greensboro Urban Area, shown in Figure 1.

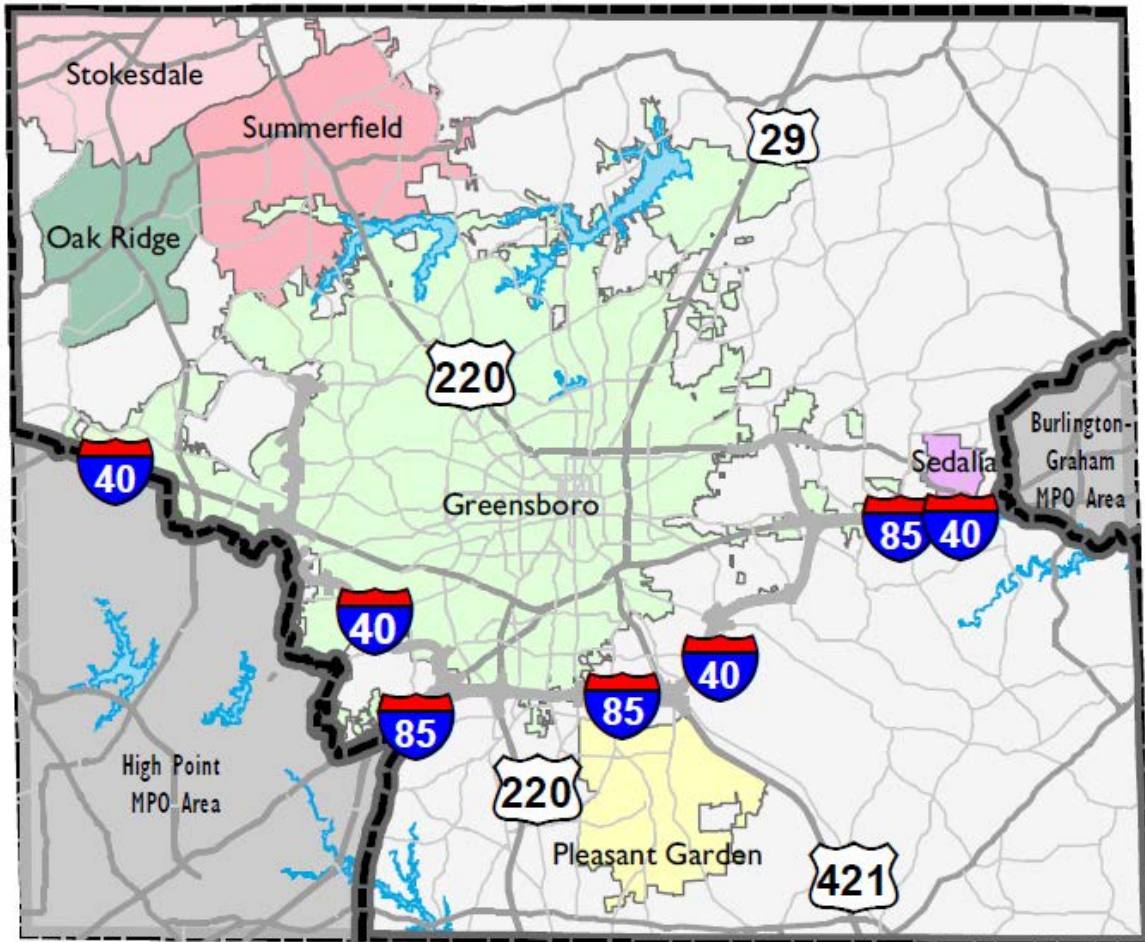


Figure 1. Greensboro Urban Area Metropolitan Planning Organization boundary.

The Greensboro Urban Area Metropolitan Planning Organization (MPO) coordinates transportation planning and funding between municipalities, the county, the state, and the federal government. For more details about the area and the MPO visit www.guampo.org.

1.1 What is the Coordinated Human Services Transportation Plan?

The Coordinated Human Services Transportation Plan (the “Coordinated Plan”) is a federally required plan focusing on the transportation needs of older adults, individuals with disabilities, and people with low incomes. For these groups, the Coordinated Plan: (1) assesses the transportation services currently available; (2) identifies unmet transportation needs; (3) identifies coordination opportunities and needs to eliminate or reduce duplication in services; (4) identifies strategies for more efficient utilization of resources; (4) develops strategies, activities, and/or projects to address unmet needs; and (5) develops a competitive selection process for use in ranking projects by reviewing process options, identifying criteria, and developing priorities for implementation based on resources and feasibility of implementation.

The Coordinated Plan is also used to guide the selection process for discretionary federal transit grants available to public agencies, non-profits, and private organizations in the Greensboro Urban Area.

1.2 Coordinated Plan History and the 2019 Coordinated Plan Update

The Coordinated Plan was first mandated under the federal surface transportation authorization act SAFETEA-LU, which was in effect from 2005 through 2012. SAFETEA-LU made available discretionary transit grants for MPOs to direct to eligible projects. These grants included the Job Access Reverse Commute (JARC / Section 5316)) and New Freedom (Section 5317) Programs. The Coordinated Plan was the means through which the MPO established its goals and criteria for selecting projects in the MPO area. The Coordinated Plan also addressed the Elderly Individuals and Individuals with Disabilities programs, although these funds were to be directed by the NCDOT (Section 5310).

The MPO adopted its first Coordinated Plan in 2008. The MPO, in cooperation with the Greensboro Transit Authority (GTA) and Guilford County Transportation and Mobility Services (TAMS), held a public workshop at the beginning of the planning process to receive input from paratransit stakeholders and customers. The workshop asked participants to identify a desired transportation vision, unmet needs, service gaps, and priorities for implementation. Roughly twenty participants representing older adults and individuals with disabilities attended the workshop. Workshop participant input defined the core elements of the Coordinated Plan.

In 2012, Greensboro Urban Area MPO staff updated the Coordinated Plan in response to federal regulation that requires an update to the plan every four years. MPO staff analyzed the 2008 Coordinated Plan and found most of the unmet transportation needs and priorities were still relevant. MPO staff decided to seek input on how to update and refine the existing Plan instead of starting from scratch. A handout and survey were emailed to the MPO distribution list as well as to GTA and Guilford County TAMS paratransit distribution lists. The survey responses were factored into the existing Plan’s framework. MPO staff also took comments during the public review period and held an Open House to review the Coordinated Plan and other transportation plans. MPO staff revised the Draft Coordinated Plan to include the unmet needs and priorities that individuals communicated during the public

comment period. The final plan was adopted by the MPO Transportation Advisory Committee on April 25, 2012.

It was necessary for the MPO to update the Coordinated Plan in 2013 as well due to changes in funding programs and planning requirements at the federal level. The current federal surface transportation authorization act Moving Ahead for Progress in the 21st Century (MAP-21) (adopted in 2012 after the 2012 Coordinated Plan and project selection process was completed) terminated the JARC and New Freedom programs starting in FY 2013. However, the Section 5310 was modified to Enhanced Mobility for Seniors and Individuals With Disabilities, and part of the funding was allocated for distribution through MPOs.

Under SAFETEA-LU, Section 5310 was administered by each State. Under MAP-21 States still administer the Section 5310 funds allocated for rural areas and small urbanized areas. However in urbanized areas with populations greater than 200,000 the MPO is responsible for selecting projects and the local designated recipient is responsible for grants administration and working directly with FTA to secure the funding in compliance with all applicable regulations. The City of Greensboro, which was the designated recipient for JARC and New Freedom funds, became the designated recipient for Section 5310 funds in early 2013.

As part of the development of the 2013 update, the Greensboro Urban Area MPO held a public information workshop on May 20, 2013, at Greensboro's Central Library. This informational workshop allowed interested parties to come and review the updated document, talk to staff, ask questions, and provide comments on the document. The comments that were received from this workshop, along with comments received during the public review period, were incorporated into the update. More information on the public workshop and the outreach efforts of the Greensboro Urban Area MPO can be found in the section entitled *Public Outreach of the 2013 Update* and in Appendix A. The 2013 update was adopted by the Transportation Advisory Committee on June 26, 2013.

The 2014 Coordinated Plan Update included a competitive selection process and non-profit organization eligibility and to provide for the disbursement of any such SAFETEA-LU era JARC or New Freedom funding as might come available.

The process used for the Plan update started with an initial public involvement phase. A public workshop was held on April 10, 2014 at Greensboro's Central Library and a public survey was sent to MPO distribution list. The goal was to gather public comments on how to revise the plan, and to get feedback on Greensboro Transit Authority Specialized Community Area Transportation (SCAT), Guilford County Transportation and Mobility Services (TAMS), and non-profit organization services. Additionally the commenters indicated their priorities for selecting projects and their thoughts regarding prioritization criteria for the Federal Funding Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program. The comments received from emails and in the workshop helped the MPO staff develop criteria to select projects for Section 5310 as well as to revise the Coordinated Plan more generally.

The second 30-day public review period on Draft Coordinated Plan Update and competitive selection process ran from May 7, 2014 to June 6, 2014.

According to the federal rule, the Coordinated Plan must be updated together with the schedule of the Metropolitan Transportation Plan, which is each five years for the Greensboro Urban Area Metropolitan Planning Organization. Therefore, after 5 years, the 2019 Coordinated Plan Update has been undertaken to meet the federal rule and to update demographics trends and analysis. The competitive selection process in the 2014 Coordinated Plan has worked very well. Therefore, in the 2019 Coordinated Plan Update, the major criteria and the weight will be kept the same with the 2014 Coordinated Plan. The 2019 Plan Update just revises minor change to make the criteria clearer.

The public review period for this draft 2019 Coordinated Plan Update runs from Apr 8 to May 8, 2019. The public meeting will be held on May 7, 2019 from 4PM to 7PM in the Melvin Municipal Office 300 W Washington St Plaza level. The Plan will be presented for adoption in the MPO meeting on June 26, 2019.

1.3 Coordinated Plan Document Organization

Section II of the Plan Update discusses the federal transit program (Section 5310) whose funding prioritization is guided by the Coordinated Plan. It also goes over the remaining eligibility for JARC and New Freedom programs.

Currently available targeted transportation services are identified in the Section III.

Section IV provides a needs-assessment conducted to analyze service and demographic trends and lay the groundwork for decisions on how limited Section 5310 funding should be spent in the Greensboro Urban Area. This analysis is compared the trend from 2013 to 2017. It explores how the ideas that came out of the visioning process at that time still reflect the needs of residents today, but also the fact that significant funding constraints limit the opportunities for expanding programs to fill unmet needs beyond making sure existing service levels are not reduced. A recommendation of how to prioritize funding is included at the conclusion of this section.

Section V provides a short outline of the public involvement process that took place with this update to the Coordinated Plan. The Draft Plan is sent to public to review and comment from April 8 to May 8, 2019.

Section VI describes the project selection process and what projects the MPO Transportation Advisory Committee will choose from when allocating funding annually for Section 5310 funds. Section VII then provides a conclusion and addresses the next steps. Appendices are included after this final section documenting public outreach and other important information.

II. Federal Funding Programs

The Coordinated Plan guides the MPO in awarding federal funds for the Enhanced Mobility of Seniors and Individuals with Disabilities (Section 5310) and any other Human Services Transportation funds that USDOT or NCDOT may make available. Section 5310 funds must be distributed through a competitive selection process. The 2014 Coordinated Plan developed the competitive selection process to provide the opportunity for eligible nonprofits to compete for funding as well as public transit agencies. The 2019 Plan Update retains the competitive selection process as established by the 2014 Plan. More information about this process is found in the *Selection Process and Prioritization* section.

2.1 Enhanced Mobility of Seniors and Individuals with Disabilities Program (Section 5310)

The amount of funding available to the MPO area each year is based on federal funding distribution formulas. Federal funding levels authorized by MAP-21 for Section 5310 for FY 2019 is \$256,029 with about \$230,426 available for projects after administrative expenses are accounted for. The Section 5310 Program is described in more detail below.

Section 5310 funds are available for capital and operating expenses for transportation services that address the needs of seniors and individuals with disabilities. At least 55% of program funds must be used on capital projects that serve the special needs of transit-dependent populations beyond traditional public transportation service, where public transportation is insufficient, inappropriate, or unavailable. The acquisition of public transportation services via contracting is considered an eligible capital expense. The remaining 45% may be used to serve the special needs of transit-dependent populations for (1) projects that exceed the requirements of the Americans with Disabilities Act (ADA) act; (2) project[s] that improve access to fixed route service and decrease reliance on complementary paratransit; and (3) projects that are alternatives to public transportation.ⁱ

Grant recipients are required to match federal amounts at a rate of 80% federal to 20% local (provided by the project sponsor) for capital projects, and at a rate of 50% federal to 50% local (provided by the project sponsor) for operating assistance projects. The project proponents must explain their projects in detail and demonstrate their ability to provide matching funds.

Vehicle purchases are not eligible for sub-grantees including non-profit organizations or Guilford County Transportation Service. This is due to the high level of administrative oversight that would be needed for such purchases, including detailed reporting over the life of a vehicle and the filing of a lien on such agencies in the event that they do fail to continue to operate the vehicle for its period of useful life as defined by FTA.

The City of Greensboro retains 10% of Section 5310 funds as an eligible expense for implementing the program and administering the grant awards.

While the MPO administers the selection process the City of Greensboro administers the actual funding grant awards for the Section 5310 program. This role is called the designated recipient and makes the city responsible for oversight. It allows Federal Transit Administration (FTA) funding for the

area to pass through the designated recipient to organizations providing transportation services. Because the City already works with FTA funding programs, stakeholders agreed that it was the logical choice to administer the funds. Appendix D includes a copy of the City's request to be the designated recipient and a copy the MPO's resolution towards this.

Projects for this program must be "included in" the local Coordinated Plan, according to MAP-21 legislation and Title 49 USC 5310. The projects must serve seniors and/or individuals with disabilities; be provided by eligible public, private, and/or nonprofit organizations; and be coordinated with transportation services assisted by other Federal departments and agencies, including Department of Health and Human Services. This update to the Plan lists the possible projects for the Greensboro Urban Area in order to meet these requirements.

To see more information about the Coordinated Plan and to see previous grant recipients for JARC and New Freedom projects, please visit the [Coordinated Plan website](#) for the City of Greensboro. Previous grant recipients will be listed in Appendix C of this document. Information about federal funding programs from the FTA can be found at the [FTA Formula Grants webpage](#). For updates from the FTA on MAP-21 changes and developments, see their [MAP-21 webpage](#).

III. Available Targeted Transportation Services

A variety of transportation services are available in the Greensboro Urban Area for seniors, individuals with disabilities and people with low incomes. This section provides an overview of the available services in the Greensboro Urban Area.



Greensboro Transit Authority Specialized Community Area Transportation (SCAT) -

GTA offers the SCAT Service, a shared-ride transportation service for eligible riders who have a disability that makes it difficult or impossible to ride fixed-route buses. GTA administers the SCAT rider eligibility process. Once approved, clients may use the service for all trip purposes. Approved riders are required to place a reservation a day in advance to ensure that a SCAT van will pick up and drop off a client within a pre-determined time frame. SCAT operates beyond the normal fixed-route service hours on weekdays (5:15 am – 11:30 pm), Saturdays (6 am – 10 pm), and Sunday (6am – 6pm) offering extended hours to begin earlier to accommodate riders requiring rides to early morning dialysis services. These rides will generally begin between 4 am and 4:30 am to get riders to their destination by 5:15 am. Otherwise, SCAT operates the same hours as fixed route service, including Sundays from 6 am – 6pm. The service is available 362 days of the year. The service also operates beyond the ADA mandated service zone of three-quarters of a mile from fixed-route service to pick up passengers citywide. SCAT made about 247,341 trips in fiscal year 2017. For more information visit the [Specialized Community Area Transportation \(SCAT\) webpage](#).

Greensboro Transit Authority's fixed-route bus service – GTA Operates 17 Routes from 5:15 am to 11:30 pm Mondays through Fridays and 6 am to 10 pm Saturdays. Additionally GTA operates seven

routes on Sundays from 6am to 6pm. Many GTA users with mobility limitations must opt for SCAT service instead since physical barriers and/or inadequate sidewalks prevent them from taking the bus.



Guilford County Transportation and Mobility Services (TAMS) –

TAMS paratransit services are open to residents in Guilford County without access to GTA in Greensboro or Hi-Tran in High Point. The agency is a result of a consolidation effort from the 1990s. Prior to

TAMS, individual human services agencies were each operating transportation for their clients.

Transportation is available for medical appointments, employment, education, senior services, nutrition sites and adult day care. TAMS offers a variety of transportation programs each with different eligibility criteria. Programs include Non-emergency Medical Transportation, Senior Services Transportation, Continuing Ed Bus Transportation, and 24/7 Employment Transportation. Visit the [Guilford County Transportation and Mobility Services \(TAMS\) webpage](#) for more information.

Piedmont Authority for Regional Transportation (PART) - The Piedmont Authority for Regional Transportation, a regional transit authority, operates bus service and commuter vanpools throughout the Piedmont Triad. PART also operates a shuttle service connecting the PART hub at NC 68 / I-40 to the Piedmont Triad International Airport (PTI) area. Additionally, PART operates a bus service that connects medical patients in the Triad region to UNC and Duke Hospitals in the Triangle region.

PART continues to play an increasingly important role in regional transportation coordination. With funding support directed by the Greensboro Urban Area MPO under the STP-DA funding program PART has established a Regional Call Center for Triad transit authorities and is working towards formalizing the partnership and implementing the project. Visit www.partnc.org for more information.

Non-profit Transportation Providers – Non-profit transportation providers typically target their services to specific groups within the community. Examples of regional non-profit transportation providers include:

- *Shepherd's Wheels program operated by the Shepherd's Center of Greensboro* – Non-medical transportation to individuals living within the city limits of Greensboro.
- *Senior Resources of Guilford* – Senior Resources of Guilford has identified a need to provide round trip, door-to-door transportation for non-English speaking elderly refugees (age 60+) who participate in the Community Nutrition Program and/or the agency's English for Speakers of Other Languages (ESOL) classes taught at the Greensboro Senior Center. The agency has also identified a need to expand the capacity to provide quality of life grocery/pharmacy shopping trips for older adults (age 60+) who participate in the agency's 7 Community Nutrition sites in the greater Greensboro area.

Private Transportation Providers – Private taxis are an alternate to public agencies and non-profit transportation providers.

IV. Needs Assessment

This needs assessment first follows an exploration and analysis of the demographic and service trends that are shaping demand for specialized public transportation services in the Greensboro Urban Area. Next it discusses the previous public involvement in the original conception of the Coordinated Plan and the ideas that were generated from that. These ideas have been consolidated to identify those that are the most feasible and practical in the current funding environment. They have also been refined to sharpen their focus on the needs of seniors and individuals with disabilities. It is clear that even as demand for transportation services is on the rise, funding is more constrained than ever. The most logical approach is to support the existing services that have the greatest impact on the community and projects that allow for more efficient delivery of services to constituents.

4.1 Demographic Trends

By identifying trends in the demographic characteristics of the Greensboro Urban Area, it is possible to estimate the level of demand for transportation services that will need to be planned for. This analysis will cover the age, disability, and poverty trends that are causing demand for transportation services aimed at seniors and individuals with disabilities to increase.

Shifts in the demographics and social characteristics of the City of Greensboro and Guilford County show an aging population with an increasingly greater share of elderly residents. As the population of Guilford County has steadily increased, growing by 7.45% between 2010 and 2018. Residents over age 65 has also increased, growing 25.1% from 2010 to 2018. This trend will continue to climb over as it is predicted by ESRI in the next 5 years, population over 65 in Guilford County will be increased by 15.3% while the total population will be increased 4.6%. The share of residents over 65 years old was steadily increased, from 11.5% in 2010, to 14.4% in 2018 and continues to increase as ESRI estimated in 2023 with 15.9%.

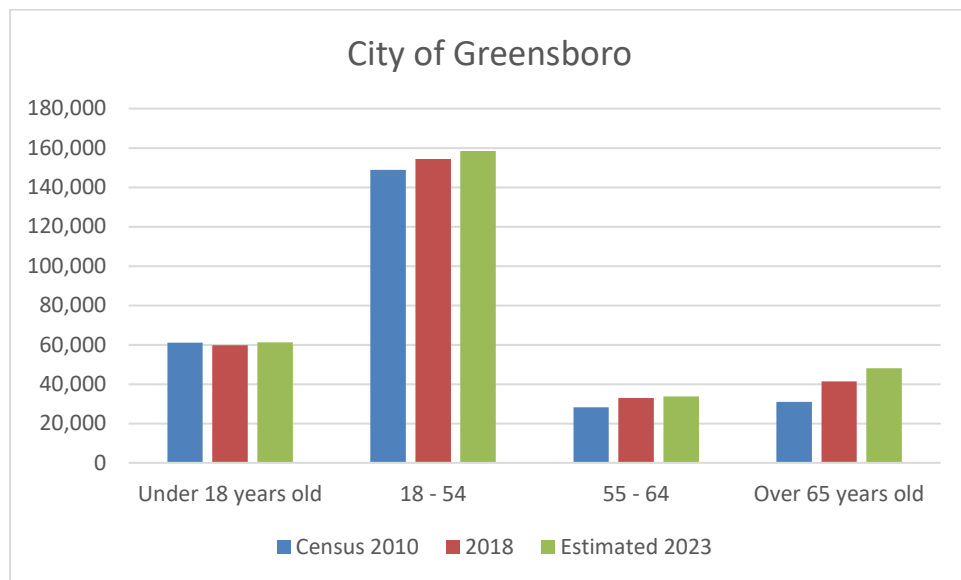
City of Greensboro has the same trend with the Guilford County. From 2010 to 2018, the total population increased 6.6%. Residents over 65 years old increased 25.3%. ESRI predicts the trend will continue to increase in the next 5 years. In particular, by 2023, the total population in the city of Greensboro will be increased by 4.3% and people over 65 years old will be increased by 13.7%. The share of residents over 65 years old was increased as the same trend with the City of Greensboro. It was 12.3% in 2010 and was increased to 15.2% in 2018. The trend continues to increase as predicted by ESRI in 2013 with 17.1%.

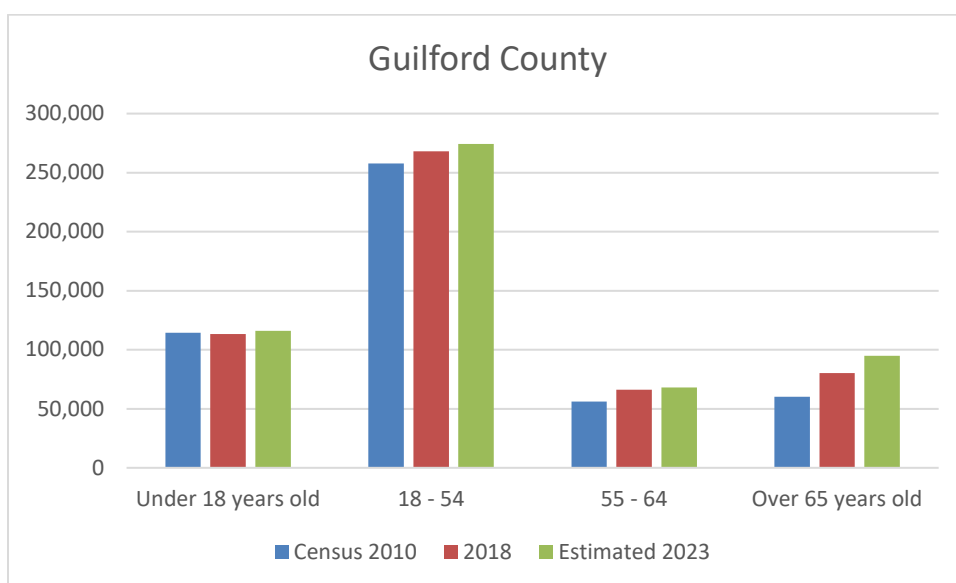
Considering that the City and County will have significant increases in their senior populations in the next few decades, providing transportation services to seniors will continue to be an essential element of the region's transportation system.

Greensboro Urban Area Metropolitan Planning Organization

	City of Greensboro				Guilford County			
	Census 2010	2018	% increase	Estimated 2023	Census 2010	2,018	% increase	Estimated 2023
Total population	269,666	288,591	6.56%	301,572	488,406	527,708	7.45%	553,137
Under 18 years old	60,993	59,775	-2.04%	61,189	114,483	113,355	-1.00%	115,898
18 - 54	148,873	154,397	3.58%	158,527	257,694	267,949	3.83%	274,307
55 - 64	28,155	32,988	14.65%	33,826	56,106	66,171	15.21%	68,153
Over 65 years old	30,934	41,431	25.34%	48,030	60,123	80,233	25.06%	94,779
Median Age	33.5	35	4.29%	35.9	36.3	37.6	3.46%	38.4

Data Source: US Census 2010 Summary File 1; ESRI Forecast 2018 and 2023





Disability	City of Greensboro			Guilford County		
	2015	2016	2017	2015	2016	2017
Total	27,340	27,574	28,127	53,659	54,653	56,399
Over 65 years old	11,528	11,351	11,717	22,643	22,723	23,674

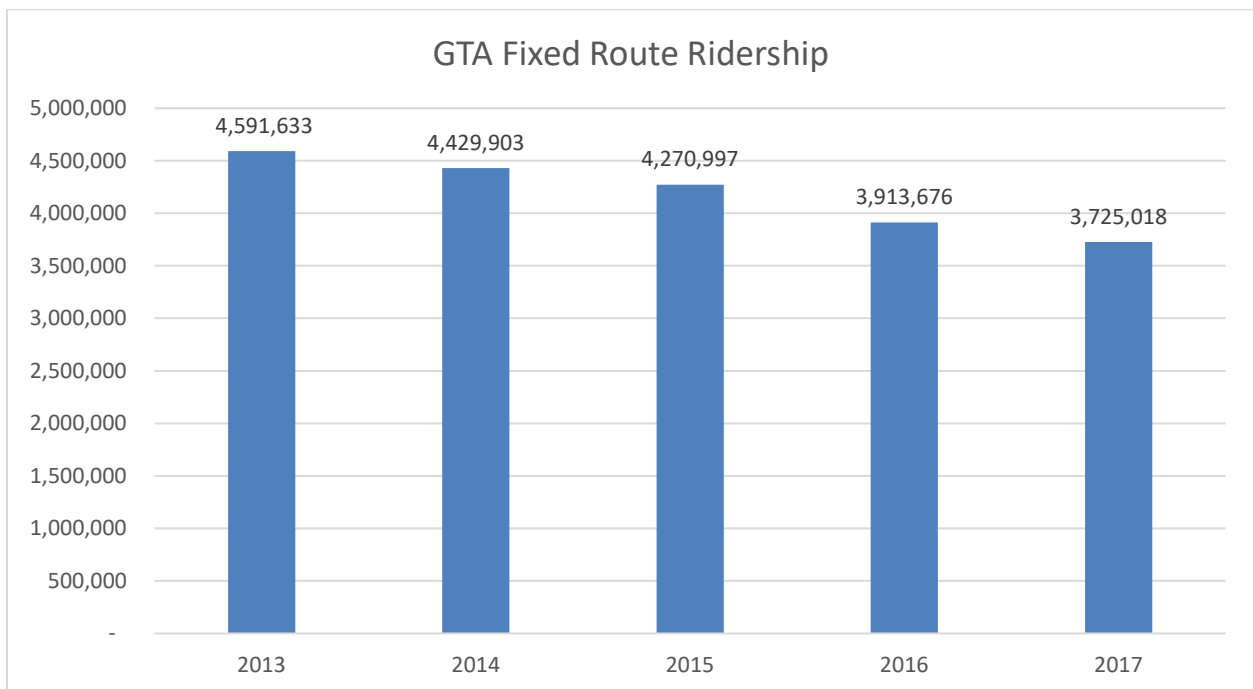
Data Source: ACS 2011-2015, 2012-2016, and 2013-2017

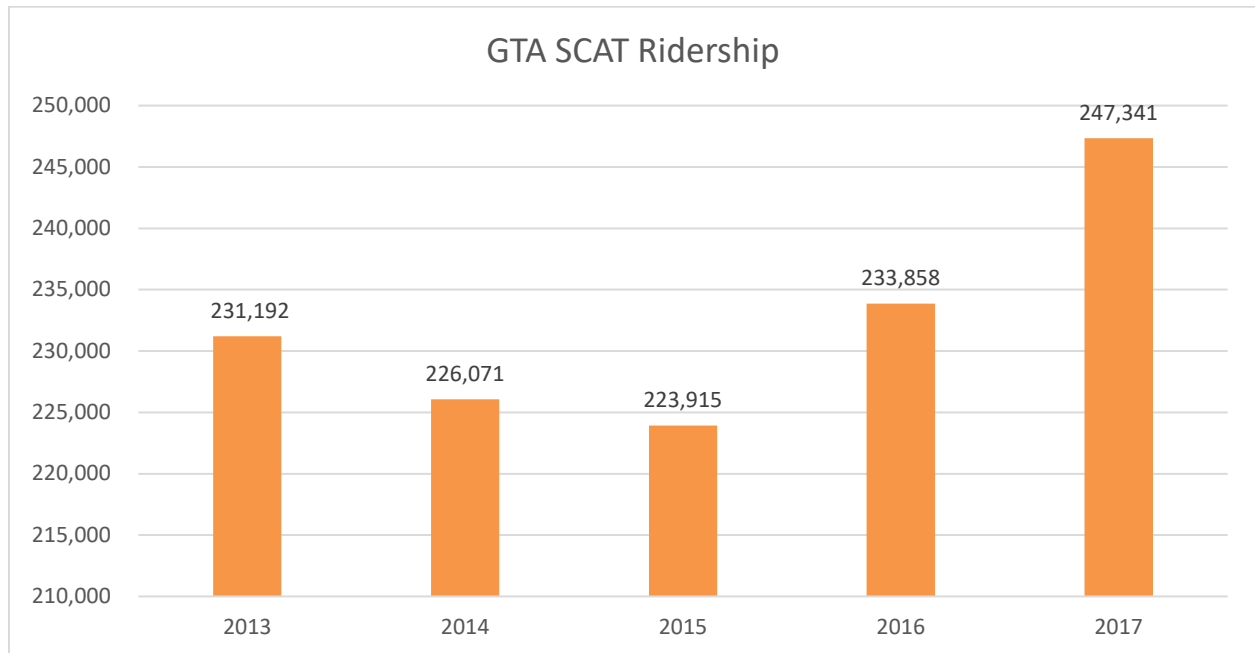
Data on residents with disabilities have been collected by the ACS for Guilford County and the City of Greensboro. In the most three recent years, the total disability population in the City of Greensboro and Guilford County consistently increased. In City of Greensboro, it increased 0.9% from 2015 to 2016 and 2% from 2016 to 2017. Similar trend in Guilford County, disability population was increased by 1.9% from 2015 to 2016 and 3.2% from 2016 to 2017. Although there was slightly decreased disability population over 65 years old in the city of Greensboro from 2015 to 2016 (decreased 1.5%), it was increased 3.2% from 2016 to 2017. In Guilford County, population over 65 years old constantly increased from 2015 to 2017. From 2016 to 2017, it was increased 4.2%. The share of residents over 65 who is disability in disability population in City of Greensboro and Guilford County was about the same from 2015 to 2017 with 42%. With increasing disability in total and residents over 65 years old, it is necessary to increase providing paratransit service in Guilford County and City of Greensboro.

4.2 Service Provider Trends

The Greensboro Transit Authority (GTA) saw total annual ridership increase significantly between 2003 and 2017, from 2,891,734 unlinked trips to 3,972,359 unlinked trips. However, this statistic must be considered with the fact that in the peak ridership year, 2013, there were 4,822,825 unlinked trips. The 2017 unlinked trip total was 20% lower than that peak, at 3,972,359.

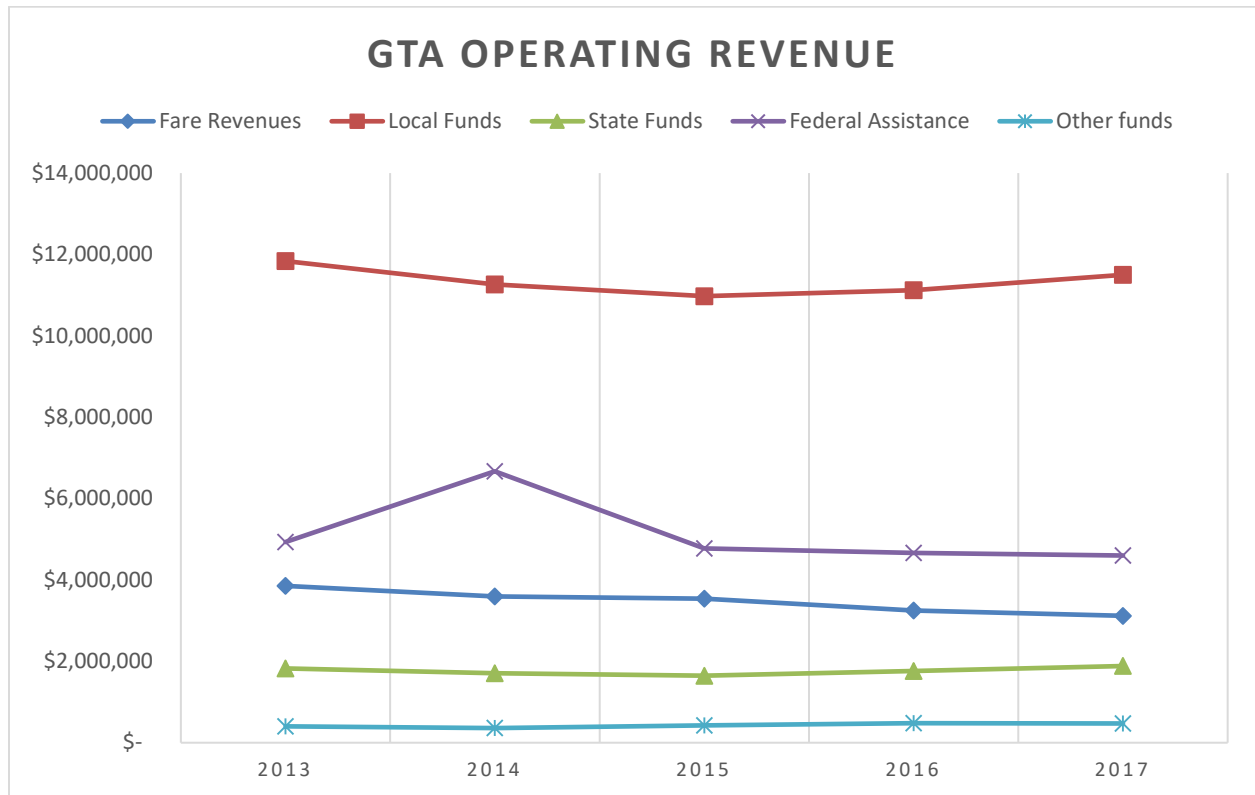
SCAT ridership has also climbed over these years, increasing almost every year from 2003 to 2017. There were 115,341 trips in 2003, compared to 247,341 in 2017 – an increase of 53.4%. Although the total and the fixed route bus ridership was slightly decreased in recent years from 2013 to 2017, the SCAT ridership was constantly increased. According to GTA, SCAT transported 263,835 trips during FY18, which is a 6.67% increase from FY17. Despite this increase in rides, the average SCAT farebox recovery rate for this period has been only 3.72% in FY1 2018. This means that fare revenues pay for only 3.72% of operating expenses on the SCAT system. This number has fluctuated slightly from year to year, but almost never exceeds 5%. Even as the recovery rate has stayed low, paratransit fares have increased from \$1.10 in 2007 to \$1.50 at present. While seniors and individuals with disabilities who rely on this service will find it more difficult to pay for rides if fares continue to increase, SCAT fares are significantly less than typically found in the paratransit industry.





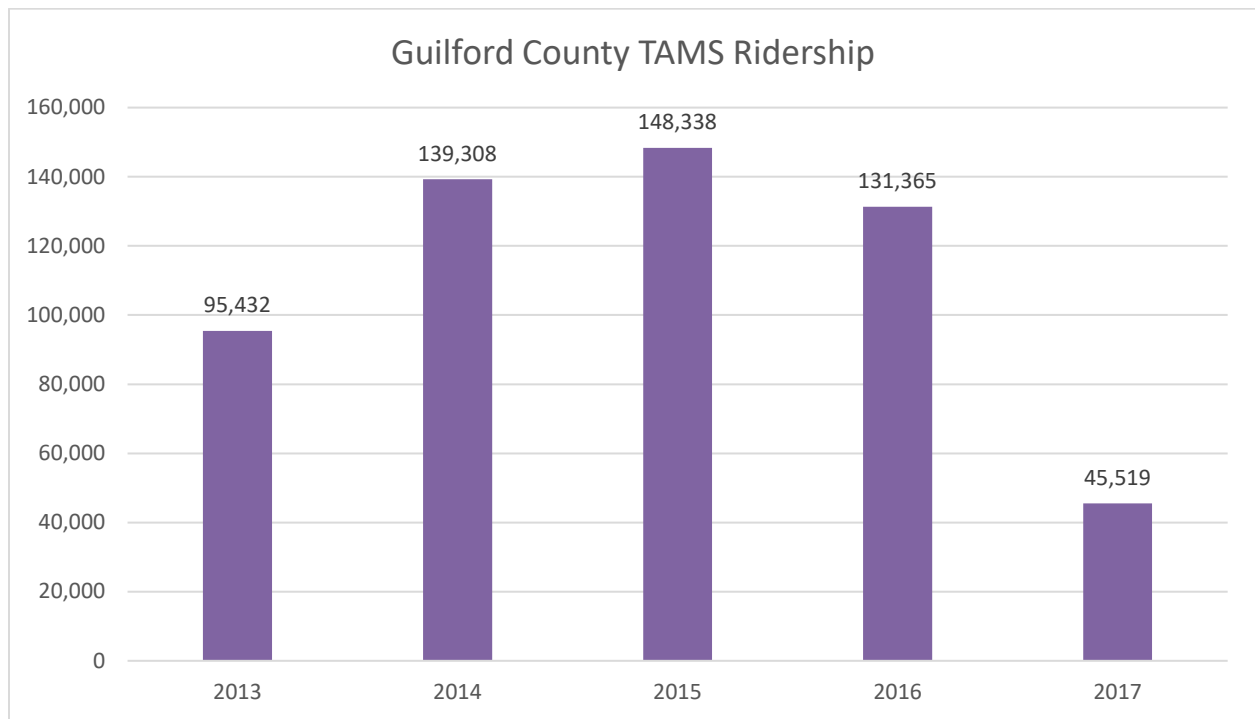
Data Source: National Transit Database

GTA and SCAT are dependent upon other sources of funding to keep service at its current level. Since the trend of ridership from 2013 to 2017 was slightly decreased, the share of fare revenue was also decreased from 17% in 2013 to 14% in 2017. Local, state, and federal funds fluctuated. Operating expense per passenger trip for both fixed routes and SCAT were slightly increased from 2013 (\$3.36 for fixed route and \$31.48 for SCAT) to 2017 (\$3.65 for fixed route and \$31.96 for SCAT). With increasing in demand and population, federal and other assistance will be necessary to keep current service levels and expand service as demand for SCAT becomes greater.



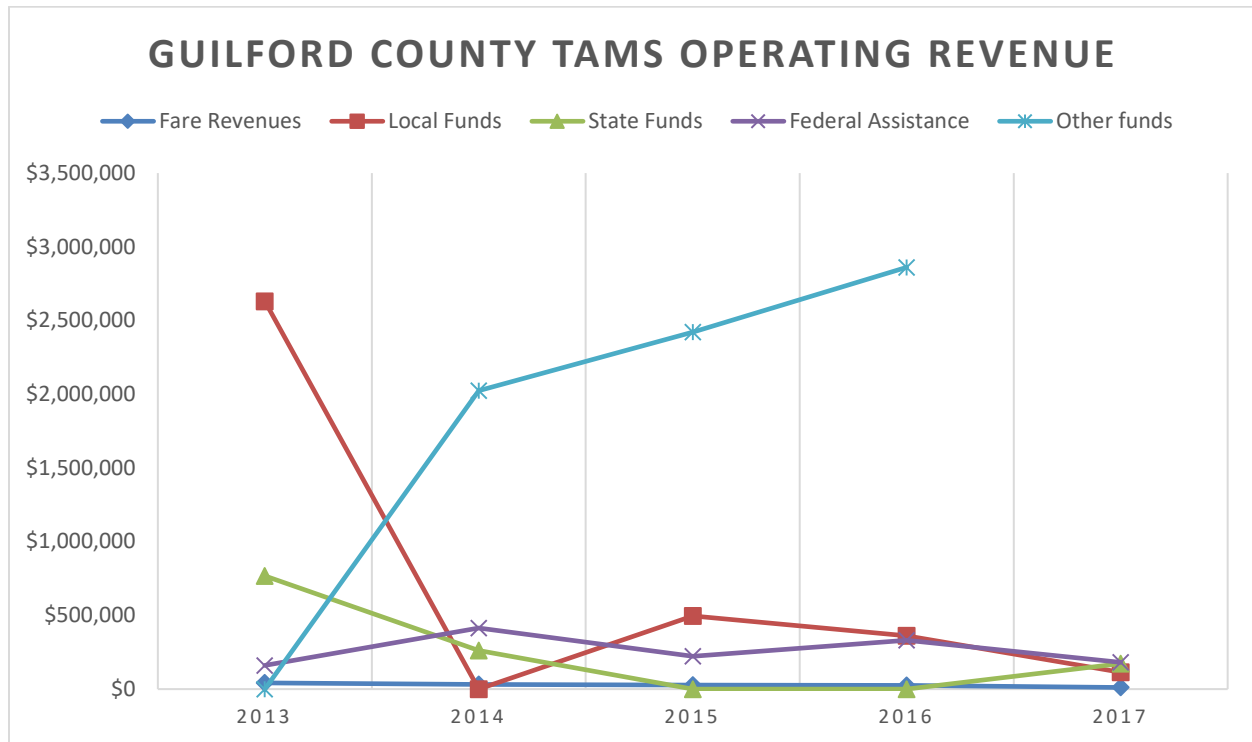
Data Source: National Transit Database

Guilford County Transportation and Mobility Services (TAMS) has seen different trends in its service and funding capacity. Their ability to provide service is significantly dependent on the amount of outside funding they receive. Between 2013 and 2017, the ridership was fluctuated due to the Medicaid trips ridership going up and down. The ridership was extremely low in 2017 because the Department of Social Services took the Medicaid Transportation Department under their umbrella. Since then, Guilford County Transportation is only doing the grant trips such as 5307, 5310, HCCBG ad ROAD trips.



Data Source: National Transit Database

Securing funding and controlling operating expenses have been significant issues for TAMS over the years. Funding sources have shifted drastically. In 2014, there was no local fund. In 2015 and 2016, TAMS did not receive state funding. Although a single one-way fare was increased from \$1.60 to \$2.50, fare revenues have typically made up only one to two percent of operating funds between 2013 and 2017. In addition to these shifts, TAMS began operating their service in-house as of June 2013. Previously TAMS typically contracted out the service to another provider organization, but it has been able to purchase its own vehicles with federal capital assistance over the last few years. TAMS must continue to get the assistance that it needs so that it can continue to provide these essential services even in a difficult funding environment.



Data Source: National Transit Database

As the population continues to age and senior residents become a larger section of society, it will be extremely important for them to have access to transportation services if they are disabled or are otherwise unable to use fixed-route service. The public transportation agencies of GTA and TAMS that provide the vast majority of the paratransit service in the Greensboro Urban Area will need to have reliable sources of funding in order to continue functioning and meeting travel demand. Seniors and individuals with disabilities who may be on fixed incomes and in poverty are especially vulnerable to increased transportation costs and may not be able to afford their own private transportation.

4.3 Previous Public Involvement and Needs Identified

The initial public workshop in 2008 brought together representatives from human service organizations and transit riders to discuss the transportation needs of elderly and disabled residents in the Greensboro Urban Area. Through a visioning process and open discussion, ideas were generated and needs were identified to help inform the development of the Coordinated Plan. The 2012 update to the Coordinated Plan built on the results of this process and added new comments and ideas gathered from the intervening years. The ideas and needs identified were placed into six categories: improved marketing outreach and awareness; accessible, safe convenient infrastructure; systems efficiencies; comprehensive service enhancements; inter-/intra- coordination and communication; and innovative resource

development. A strategy of implementation that noted key objectives and prioritized idea categories was created as part of the process.

4.4 Unmet Needs Identified

Many unmet needs were identified as part of the public participation process, ranging from communication lapses to financial constraints. A consolidated trip scheduling service, centralized resource center, and better accessibility for persons with limited-English proficiency and those with auditory and visual impairments were unmet needs brought up related to marking outreach and awareness. Stronger communication between providers and customers and between one provider and another was a frequent concern, and a major gap noted was the lack of interactive real-time communication. Participants noted that there needed to be more interaction between agencies that schedule services as well as between those agencies and the customers.

There were also calls for better sidewalk and transit infrastructure, which the City of Greensboro has responded to by creating programs and plans to construct more sidewalks throughout the City. Timely service and on-time performance concerns have come up frequently, along with suggestions of implementing better technology to improve routing, scheduling and tracking. Other service enhancements that were desired include using smaller vehicles and volunteer drivers to provide taxi-like same-day service, more properly pairing resources to clients, and creating more consistent provider service hours.

Finally, funding arose as a major need where there are many gaps preventing more enhanced service from being developed. Although all types of grants and funding opportunities are being pursued, there are a lack of funding partners and philanthropic organizations to assist transportation providers; current and past funding efforts are disjointed and underfunded; and there is a need to fund transportation services for disabled, elderly, or low income residents in the Greensboro Urban Area who do not qualify for GTA or TAMS services.

As stated above, the City of Greensboro has responded to requests for better infrastructure for transit riders. In addition, GTA and TAMS are constantly working to improve communication between themselves and customers and between one another. The Greensboro Urban Area MPO has provided funding for the construction of the PART Regional Call Center to help meet the need for a consolidated trip scheduling service and centralized resource center, although at this time the Center is not fully operational. Other unmet needs are still relevant and should be considered as part of an ongoing improvement program that transportation providers should strive for. However, funding remains a major need and has become even more constrained in light of the financial crisis that came about in 2008 and 2009. Preventing the reduction of service is a major need that, while not explicitly mentioned here, is implicit in the demand for greater services and better coordination between services. Specific accomplishments made after the development of the 2008 Plan are discussed in the section *Accomplishments Since the 2008 Coordinated Plan*.

The 2019 Plan adds eligibility for GTA for third party-contracting options to deliver paratransit services. This recognizes the challenges posed by high per-trip paratransit costs and incentivizes

approaches that can lead to more cost-effective and sustainable service costs while improving service efficiency and quality.

4.5 Workshop Action Plan

The framework of decision making for meeting the unmet needs identified in the previous public involvement process centered on defining actions to take that would improve the transportation services for seniors, individuals with disabilities and low-income residents in the Greensboro Urban Area. These actions came under one of the six main themes that were identified. However, this framework was not as clear as could be desired on which types of actions would be most beneficial and feasible given the funding, political, or institutional constraints of the region. Additionally, some actions are ongoing, already being implemented under legal requirements, or cannot be funded through the very limited Section 5310 grant program.

Actions included developing programs or services to link existing services and extend service hours, exploring using smaller vehicles or vans for fixed-route services, and exploring new cross town and loop based routes. It was recognized that although these kinds of services are most needed, they are also very difficult to implement, especially without additional funding. When considering how to prioritize actions, technological, financial, political, and organizational feasibility was noted.

Actions related to technological innovations to enhance service quality were directly taken from the unmet needs identified. These actions included implementing a centralized call center and dispatch system, and installing real-time communication devices to provide up-to-date information to customers.

Improving communication in all forms had many actions related to it, from marketing and outreach to getting customers and advocates more involved in planning processes. Specific actions included reaching out to non-profits, involving more stakeholders, and getting more public involvement in general. Greater publicity about the transportation services and getting more information out to users were other communication priorities.

Finally, different actions for tackling the funding problem were described. Coordinating the county transportation systems for accessing funding opportunities was one recommended course of action. Another helpful idea was to use the local universities for research into alternative needs, funding, and technical assistance.

4.6 Accomplishments since the 2008 Coordinated Plan

The Coordinated Plan has been instrumental in identifying unmet transportation needs. As described above, many actions were recommended that would satisfy the unmet needs of the transportation system of the Greensboro Urban Area. Some of the more pressing projects identified in the 2008 Coordinated Plan have been completed or they are receiving incremental improvements. Certain projects were also recipients of JARC or New Freedom funds.

- GTA purchased Automatic Vehicle Locators to improve tracking and scheduling of SCAT vehicles (JARC project)

- Between the City of Greensboro and developers more than 40 miles of new sidewalks have been installed since 2006
- NCDOT and GDOT together installed several hundred curb ramps since 2006 as part of roadway resurfacing projects, stand-alone sidewalk construction projects, sidewalk repair contracts, and other roadway improvements
- GTA enhanced fixed-route bus evening service and Saturday service
- PART secured funding to construct a future Regional Call Center, thanks to the support of STP-DA funds directed by the Greensboro Urban Area MPO
- PART assisted with the operations of Guilford County TAMS between 2011 and 2013
- GTA SCAT online reservations available
- GTA has extended SCAT hours before fixed-route service begins at 5:15 am for riders that are on dialysis
- Maintained GTA and TAMS service levels during a tough budget period

V. Public Outreach for the 2019 Update

The draft of the 2014 Coordinated Plan will be released for public comment between April 8 and May 8, 2019. The procedures identified under Tier 2 of the Public Participation Plan were used to advertise and seek public input on the Plan Update. This public outreach included newspaper ads, posters in local buses, email announcements, a press release, and information on the City website. A public workshop will be held on Tuesday May 7, 2019 from 4PM to 7PM at the Melvin Municipal Office Building.

VI. Selection Process and Prioritization

The analysis of the needs assessment shows that the rapidly aging population in the Greensboro Urban Area will lead to greater demand for transportation services for seniors and individuals with disabilities. Current service levels will not be enough to cope with the increased demand for these specialized services. While there is certainly a need to expand and make significant improvements to existing services, a lack of funding brings challenges for simply continuing those services into the near future. The workshop and community visioning process provided a larger context for understanding the needs and desires of seniors and individuals with disabilities, and it is important that service providers strive to meet those needs.

Many ideas were developed during the visioning process, although the framework was not as clear as could be desired on which types of actions would be most beneficial and feasible given the funding, political, or institutional constraints of the region. Some actions are ongoing, are already being implemented, or cannot be funded because of the limited funding and requirements of the Section 5310 grant program. Therefore, it is important to identify the projects and programs that are most feasible and provide the most use under extensive fiscal constraints. The main priorities are to make sure the existing service levels are kept in place to avoid unnecessary service reductions and to fund projects that allow for more efficient delivery of services to constituents. Section 5310 funds will be utilized in effort to achieve these goals.

The primary existing services are GTA SCAT and Guilford County TAMS. In addition, the PART Regional Call Center is a planned project that will assist with scheduling and dispatching demand response trips, creating a more efficient and centralized area for paratransit riders needing information.

To ensure equity in project selection, a competitive selection process has been conducted to identify top scoring projects. The criteria to rank the projects are based on a review of area needs and trends and the public comments received during the first public outreach effort. The MPO will consider two steps of evaluation in awarding Section 5316 lapsing funds and Section 5310: minimum eligibility requirements and point-based evaluation criteria. Minimum eligibility criteria are administrative requirements that the applicant must meet in order to be accepted. Point-based evaluation criteria are intended to ensure that the projects that receive funding are those that best meet the community's needs as outlined in the Coordinated Plan.

6.1 Minimum eligibility requirements:

For an application to be accepted, the following eligibility criteria must be met:

1. The project and project sponsor must conform to all applicable FTA guidelines for the funding program.
2. The project sponsor must have a satisfactory history of past performance and must demonstrate that it has the financial, technical, and organizational capacity to complete the project within a reasonable timeframe.
3. The applicant must demonstrate the financial ability to provide required match.
4. Project budgets must meet FTA guidelines for the JARC and Section 5310 programs. Budgets must specify the amount of funding requested and specify whether it is for operations and/or capital.
5. The project should not duplicate current services provided by GTA SCAT, TAMS, and PART.

6.2 Point-based evaluation criteria:

Maximum score is 40 points based on four primary criteria.

1. Maximizing the benefit to cost (Maximum 15 points)

Measurement: is based on the number of annual passenger trips expected divided by total annual operating cost (in federal dollars). For capital vehicle purchase projects, total capital cost and ridership will be annualized over the expected useful life of the vehicle. Past history ridership will be reviewed to check the realism and feasibility of the project. If the service receives other funding sources, the expected ridership will be calculated based on the share of the funding.

Scoring scale: Maximum score 15 points will be given for the project with highest number benefit to cost.

Other projects will receive the point based on the ratio of their benefit to cost number with the highest benefit to cost project number.

For example: the highest benefit to cost among submitted projects is 1.0. This project will receive 15 points. The point for another project with benefit to cost 0.5 is:
 $(0.5 / 1) * 15 \text{ points} = 7.5 \text{ points}$

2. Number of users served or expected to be served (Maximum 10 points)

Measurement: number of passenger trips expected to be served. For capital vehicle purchase projects, ridership will be annualized over the expected useful life of the vehicle. Past history ridership will be reviewed to check the reality and feasibility of the project.

Scoring scale: Maximum score 10 points will be given for the project with highest number ridership. Other projects will receive the point based on the ratio of their ridership with the highest number ridership.

For example: the highest number ridership among submitted projects is 1,000 per year. This project will receive 10 points. The points for another project with 800 ridership annually is:
 $(800/1000) * 10 = 8 \text{ points}$

3. Demonstrated ability to deliver services and meet federal grant requirements (Maximum 10 points)

This criterion includes two parts:

(1) Demonstrate the staff ability to manage the program (maximum 5 points)

Measurement: Staff ability and experience in managing the program in the past.

Scoring scale:

- Staff has strong ability with many experience in managing the program: 5 points
- Staff does not have experience in managing the program but can prove the ability to manage the program: 2 points
- Staff does not have experience and cannot prove the ability to manage the program: 0 point

(2) Demonstrate the ability to continue the project in the future even without the funding (maximum 5 points)

Measurement: The portion of the funding request compared to the total cost of the proposed project or proposed program

Scoring scale:

- If the amount requested is less than or equal 20% of total amount of the project or proposed program: 5 points.
- If the amount requested is less than or equal 50% but more than 20% of total amount of the project or proposed program: 2 points.
- If the amount requested is more than 50% of total amount of the project or proposed program: 0 point.

4. Enhancing coordination between human service transportation providers (Maximum 5 points)

This criterion includes two parts:

(1) Demonstrate attempt to coordinate with other agencies (maximum 2 points)

Measurement: Based on the ability to coordinate with other public transportation, community transportation and/or social service resources.

Scoring scale:

- Yes: 2 points
- No: 0 point

(2) Demonstrate how existing resources are being leveraged in support of the project (maximum 3 points)

Measurement: Applicant must indicate that if the project can be implemented immediately using existing institutional structures or if new organizations, major policies, or new infrastructure would be required.

Scoring scale:

- If the project can be implemented immediately without major policy changes or new infrastructure required: 3 points
- If the project cannot be implemented immediately but requires changes in organizations, policies, or new infrastructure (such as hiring a new staff, buying new equipment, etc.): 0 point

Table below summarizes the criteria, measurement, and scores for each criteria.

Criteria	Measurement	Scores
1. Maximizing the benefit to cost	Number of people expected to be served divided by total dollar amount requested. Past ridership history will be reviewed to check the realism and feasibility of the project. If the service receives other funding sources, the expected ridership will be calculated based on the share of the funding.	0 – 15 points
2. Number of users served or expected to be served	Number of people expected to be served. Past history ridership will be reviewed to	0 – 10 points

Criteria	Measurement	Scores
	check the realism and feasibility of the project.	
3. Demonstrated ability to deliver services and meet federal grant requirements	Demonstrate the staff ability to manage the program.	0 – 5 points
	Demonstrate the ability to continue the project in the future (at least 1 year)	0 – 5 points
4. Enhancing coordination between human service transportation providers	Demonstrate attempt to coordinate with other agencies	0 – 2 points
	Demonstrate how existing resources are being leveraged in support of the project	0-3 points

6.3 Prioritization and Project Categories

The competitive selection process for the JARC and Section 5310 is intended to ensure that projects address key gaps and/or continue needed services and take specific actions towards meeting key objectives. Staff recommendations have been in 2014 and are to be in the future based on (1) the eligibility review; (2) the results of the point-based evaluation factors; and (3) other relevant information as may be determined through the review of applications received.

The MPO Transportation Advisory Committee (TAC) will have the final decision on project selection under this plan. The TAC is composed of elected officials from the City of Greensboro, Guilford County, a member of the North Carolina Board of Transportation, and a member representing the Towns of Oak Ridge, Pleasant Garden, Sedalia, Stokesdale and Summerfield. The City of Greensboro will serve as the Designated Recipient to administer Section 5310 funds, and will be responsible to oversee and administer Section 5310 grants. The prioritized 5316 projects will be submitted to NCDOT and FTA to review and award.

The projects to be selected for Section 5310 will come from Table 1 on the following page. The first half of the table identifies project categories for GTA SCAT and TAMS, which include possible capital and operating expenses. Capital equipment costs for the PART Regional Call Center is included at the bottom of the table.

The projects to be selected for Section 5316 will come from Table 2.

Table 1 – Project Types to Allocate Funding Section 5310

Greensboro Transit Authority	
<i>Type of Project or Program</i>	<i>Type of Expense</i>
Paratransit Vehicles*	Capital
Technology	Capital
Facility	Capital
Operating Assistance – ADA Paratransit Service	Operating**
Operating Assistance – Paratransit Extended Hours	Operating**
Operating Assistance – Third Party Contracting for Paratransit services	Operating**
Operating Assistance – Paratransit Extended Service Area	Operating**
Operating Assistance – Extended Fixed Route	Operating**
Operating Assistance – Cross Town Routes	Operating**
Operating Assistance – Technology Real Time Bus Tracking	Operating
Guilford County Transportation and Mobility Services	
<i>Type of Project or Program</i>	<i>Type of Expense</i>
Paratransit Vehicles*	Capital
Technology	Capital
Operating Assistance – Elderly & Disabled Persons	Operating**
Operating Assistance – Paratransit Service	Operating**
Piedmont Authority for Regional Transportation	
<i>Type of Project or Program</i>	<i>Type of Expense</i>
Technology Equipment – Regional Call Center	Capital
Non-Profit Organizations	
<i>Type of Project or Program</i>	<i>Type of Expense</i>
Vehicles	Capital
Operating Assistance	Operating

* This includes replacement vehicles, but also provides for expansion vehicles when appropriate and feasible.

** If the project contracts for service, these operating expenses may be classified as capital in the Transportation Improvement Program

Table 2 – Project Types to Allocate Funding Section 5316

Greensboro Transit Authority Specialized Community Area Transportation	
<i>Type of Project or Program</i>	<i>Type of Expense</i>
GTA Career Express	Operating
Other JARC eligible GTA services operating support	Operating
Operating Assistance – Third Party Contracting for Paratransit services	Operating
Guilford County Transportation and Mobility Services	
<i>Type of Project or Program</i>	<i>Type of Expense</i>
Employment transportation service	Operating
Piedmont Authority for Regional Transportation	
<i>Type of Project or Program</i>	<i>Type of Expense</i>
Employment transportation service	Operating
Non-Profit Organizations	
<i>Type of Project or Program</i>	<i>Type of Expense</i>
Operating Assistance	Operating

VII. Conclusion and Next Steps

This Coordinated Plan emphasizes the need for continuing essential services to seniors and individuals with disabilities, preventing the reduction of those services, and creating more efficient service delivery options for paratransit users in the region.

As the environment for federal funding changes and needs change, this document may need to be updated again to add new projects or programs for selection. If funding increases and additional types of projects or services become more viable Section 5310 candidates there may be consideration to include those projects in this document in a future update. Otherwise, as required by federal regulation, this document will be updated again in four years.

RESOLUTION ADOPTING THE COORDINATED HUMAN SERVICES TRANSPORTATION PLAN

A motion was made by TAC Member Skip Alston and seconded by TAC Member Tammi Thurm for the adoption of the following resolution, which upon being put to a vote was duly adopted.

WHEREAS, the Coordinated Human Services Transportation Plan (Coordinated Plan) identifies the transportation needs of individuals with disabilities, older adults, and people with low incomes and establishes strategies and priorities for serving these needs; AND

WHEREAS, the Coordinated Plan defines the competitive selection process for Section 5310 *Enhanced Mobility of Seniors and Individuals with Disabilities Program*; AND

WHEREAS, the Transportation Advisory Committee recognizes the importance of human service transportation within the Greensboro Metropolitan Planning Area and the need for awarding available Section 5310 funds for that purpose; AND

WHEREAS, according to the Federal rule, the Coordinated Human Services Transportation Plan must be updated every five years with the last update dated June 2014; AND

WHEREAS, the process included appropriate public participation efforts, including a 30-day public comment period and a public meeting to review a draft plan; AND

WHEREAS, the process of developing this plan provided for input from diverse transportation service providers and human service agencies; AND

WHEREAS, the plan is consistent with the MPO's 2040 Metropolitan Transportation Plan Update and provides a flexible set of recommendations well suited to adaptation and refinement through time;

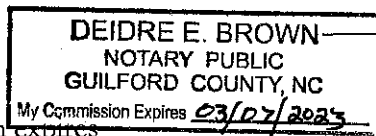
NOW, THEREFORE, be it resolved, by the Greensboro Urban Area Transportation Advisory Committee, to adopt the Coordinated Human Services Transportation Plan for the Greensboro Urban Area, dated June 26, 2019, on this day June 26, 2019.

I, Marikay Abuzuaiter, TAC Chair,
(Name of Certifying Official) (Title of Certifying Official)

do hereby certify that the above is a true and correct copy of an excerpt from the minutes of a meeting of the Greensboro Urban Area TAC duly held on this day June 26, 2019.

Marikay Abuzuaiter
Chair, Transportation Advisory Committee

Subscribed and sworn to me on this day June 26, 2019.



Deidre E. Brown
Notary Public

My commission expires 03/07/2023